

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 2017

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	NO.OF WINS
1	1	J Walter Thompson	Le Monde France, Qatar Financial Centre Global, Microsoft Netherlands	25.8	First Direct UK	22.3	103
2	2	R/GA	Johnnie Walker(Digital) Global, Siemens UK Project, Hyundai N series(Digital) UK	16.5		16.5	4
3	6	Wunderman	BT UK Digital, Samsung CRM Europe, BT(Includes EE) UK Direct marketing	14.0		14.0	4
4	3	Isobar	FMCG Client	13.4		13.4	43
5=	4=	Karmarama	First Direct UK, Uniqlo Europe, Keko UK, Philadelphia Cheese Europe	16.4	Secret Escapes UK	13.0	7
5=	4=	Ogilvy	The Department for International Development UK, Mondelez Cadbury UK, British Airways UK	23.0	BT UK Direct marketing	13.0	9
7	7	FCB	Huawei UK Project, Holland & Barrett UK, Nestlé Grego Germany	12.0		12.0	14
8	8	MullenLowe Group	Eurosport Europe, National Trust UK, Club Med France CRM, AkzoNobel dec paints Global	9.0		9.0	4
9	-	Rosbeef	Decathlon France	8.5		8.5	1
10	10	DDB	Center Parcs Europe, MillerCoors UK, Bear Nibbles UK	14.8	Electrolux Global	8.0	8
11	11	Publicis	Diesel Global, Saint Gobain France, Maisons du Monde France, FNAC Darty Europe	6.9		6.9	5
12	12	Droga5	Peroni Nastro Azzurro UK, Glenmorangie UK, Bowers & Wilkins UK	7.5	Air Wick, Clearasil Global	6.5	5
13	38	RosaPark	Cdiscount France, Engie Group France	6.2		6.2	3
14	13	Leo Burnett	McDonald's UK, McDelivery Global	7.0	Coty (Max Factor) Global	5.5	2
15=	14	Havas Worldwide	Rekorderlig cider Global, Carling lager UK, Air Wick, Clearasil Global, RB (Finish) UK	5.5	TGV Lyria Europe	5.0	5
15=	19=	Saatchi & Saatchi	Asics Global, Britvic drinks UK, HSBC Global Project UK	7.5	Mondelez Cadbury UK	5.0	3
17=	15=	Sinner Schrader	Volkswagen Global digital	4.0		4.0	1
17=	15=	Serviceplan	BMW Germany	10.0	Saturn electronics Germany	4.0	1
17=	15=	WPP Team Campari	Gruppo Campari Global	4.0		4.0	1
17=	15=	BBDO	Carphone Warehouse UK, Gt Ormond St Hospital UK	4.3	Dept Transport Think! UK	4.0	3
						220.5	387

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 2017

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	1	Mediacom	Tata Group UK(North), Prudential Plc UK(North), Polska Fundacja Narodowa Poland	75.2	Danske Bank Nordics	68.8	93
2	2	Mindshare	Greenpeace Germany, Royal Unibrew Denmark, Statens Kunstfond Denmark	28.1	Universal Pictures Germany	25.3	38
3	3	OMD	Ocado UK, Rostelecom Russia, Barclays UK, Ali Express Russia	40.7	Carlsberg Global	23.5	116
4	6	Vizeum	AB InBev Europe, Bunnpris Norway, Utkonos Russia, Rostelecom Russia, Schibsted Spain	19.9	Saks Russia	19.1	31
5	4	Carat	Jacobs Douwe Egberts UK, Coca-Cola France, Danske Bank Nordics, CNAMTS France	21.2	Bahlsen Germany	16.4	31
6	5	Havas Media	Lega Serie B (LNBP) Italy, Bristol-Myers Squibb Global, Euromaster France	16.0	Polski Bank Komorek Poland	12.6	40
7	7	PHD	Rabobank Germany, Blingnie Gorki Russia, GETT Russia Project	14.8	Sainsbury's UK	10.0	81
8	8	Starcom	P&G UK, Vileda Germany, Merck Consumer Healthcare Global	15.9	Ocado UK	5.0	4
9	9	Initiative	Carlsberg Global, Unibet UK, Value Retail Group Europe	5.2	Irobot France	4.7	3
10	10	The7stars	Ladbrokes Coral UK, FF Group UK	2.8		2.8	2
11	11	Dentsu Aegis	Heineken brands TBC Global	2.5	Rostelecom Russia	2.3	1
12	12	dentsu X	Progress Russia	2.2	Bayer AG Ukraine	2.0	7
13	13	GroupM	British Airways Global	2.1		1.8	1
14	14	Universal McCann	Spotify UK, Accenture Global, Coach Global, Remy Cointreau UK	2.8	Promsvayzbank Russia	1.7	5
15	15	MullenLowe MediaHub	Eurosport Europe	1.5		1.5	1
16=	16=	M/SIX	Virgin Money UK, Argos UK	5.3	Sainsbury's UK	1.3	3
16=	16=	VCCP	eBay Europe	1.3		1.3	2
18=	18=	Hearts & Science	Retail Client UK	0.6		0.6	2
18=	18=	iProspect	AccorHotels Global	0.6		0.6	1
18=	18=	All Response Media	Arighi Bianchi UK, Pharmacy2U UK, Vistaprint UK	0.6		0.6	3
						152.8	488

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.